

REMARKS

After entry of the foregoing amendment, claims 1-20 are pending in the application. Claims 18 - 20 are newly added.

Claims 1-17 stand rejected as anticipated by, or obvious in view of, Kitano (5,926,116). Kitano is understood to disclose a device that senses a user's current latitude/longitude position, and transmits this data to a remote database. The database searches for previously-stored records associated with user's sensed position (or nearby positions) and identifies corresponding records.

Each of these database records has an image file associated with it. Kitano's process narrows among the database records that were determined as potentially relevant (i.e., by position match) by comparing the stored image files in the database with image data captured by the user at their present position. Such comparison is done by pattern matching (col. 4, lines 40-46). By this arrangement, a database record is identified that corresponds both to the user's current position and to the user's current view. This identified database record has a URL associated with it, which is then provided back to the user. The user's device can then load a web page from that URL.

To better distinguish the Kitano art, the independent claims of the present application have been amended. Claim 1, for example, now specifies that the method includes receiving *machine readable* digital data from the poster – data which is *in addition* to the visible information that the poster presents to a user. (Kitano, in contrast, relies simply on position data, and pattern matching of captured image data with several pre-stored image files.)

In view of such amendments, independent claims 1 and 15 are believed to be in condition for allowance. Given that, applicants do not belabor this response by addressing the limitations of the dependent claims, and the rationales proposed in support of the § 103 rejections.

Favorable reconsideration is requested.

Date: May 5, 2005

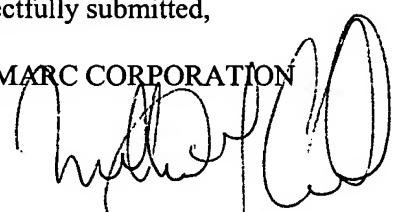
Customer Number 23735

Phone: 503-469-4800
FAX 503-469-4777

Respectfully submitted,

DIGIMARC CORPORATION

By



William Y. Conwell
Registration No. 31,943